



Microlearning & Social Media

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Microlearning

Figure 1. Microlearning vs. Microlearning (Source: TechTarget, 2020).

Microlearning vs. macrolearning

MICROLEARNING	MACROLEARNING
I need help now	I want to learn something new
<10 minutes	Hours, days
Based on single concept or skill	Classrooms, courses, massive open online courses, educational programs
Videos, text, articles, modules, learning games	Includes practice and graded exercises
Easily searchable, indexed	Human instructors to learn from
Content sorted by quality and relevance	Coaching, support needed
Is the content useful, accurate and relevant?	Is the content authoritative and educational?

Social Media Platforms:

1. YouTube

2. Twitter

3. Pinterest



Microlearning and YouTube

- ▶ 1. Student views videos on a topic that have been created by a content creator
- ▶ 2. Instructor creates his/her own video to share with students
- ▶ 3. Students show mastery of a topic by creating a video on a given topic and sharing it with classmates and the instructor



Security and Privacy Concerns

- ▶ Viewing content that is not age appropriate
- ▶ Ensuring content is accurate, timely and unbiased
- ▶ Ensuring students aren't sharing their videos on the platform



References

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